WHAT IS CLAIMED IS:

1. A reservation control unit comprising:

a search request module requesting a program information retaining unit retaining program information containing a program broadcast date/time and a content information, to search for the program information;

a reservation request module requesting a program reservation unit making a reservation of viewing or recording the program, to reserve viewing or recording the program; and

an information obtaining module obtaining information related to the program from contents of the program received by a program receiving unit,

wherein said search request module makes said program information retaining unit search for the program information of the program related to the received program on the basis of the information obtained by said information obtaining module, and

said reservation request module makes a request for reserving a receipt of the program or reserving a record of the program on the basis of the searched program information.

2. A reservation control unit according to claim 1, wherein said information obtaining module includes a voice recognizing module converting voices contained in the received program into character information, and obtains the character information from the voices.

3. A reservation control unit according to claim 1, wherein said information obtaining module obtains the character information from a caption contained in the received program.

4. A reservation control unit according to claim 1, wherein said information obtaining module obtains the character information in a data broadcast multiplexed with a program broadcast.

5. A reservation control unit according to claim 1, wherein said information obtaining module accesses a scenario data retaining unit retaining scenario data of the program, and obtains information from the scenario data.

6. A reservation control unit according to claim 1, wherein said information obtaining module obtains the information from the scenario data transmitted in multiplexing with the program broadcast.

7. A reservation control unit according to claim 6, wherein the scenario data contain an elapse time since a start of the program and character information describing the program contents at this elapse time.

8. A reservation control unit according to claim 6, wherein the scenario data contain an elapse time since the scenario data transmission date/time and character information describing the

program contents at this elapse time.

9. A program reserving method comprising:

obtaining information related to a program from contents

of a program received by a program receiving unit,

searching for a broadcast date/time of the program related

to the received program on the basis of the program-related

information related to the program; and

making a request for reserving a receipt of the program

or a record of the program on the basis of the broadcast date/time.

10. A program reserving method according to claim 9,

further comprising converting voices contained in the received

program into character information, wherein the information

related to the program is obtained from the voices.

11. A program reserving method according to claim 9,

wherein the information related to the program is obtained from

a caption contained in the received program.

12. A program reserving method according to claim 9,

wherein the information related to the program is obtained from

a data broadcast multiplexed with a program broadcast.

13. A program reserving method according to claim 9,

wherein the information related to the program is obtained from

scenario data of the program.

14. A program reserving method according to claim 13, wherein the scenario data are transmitted in multiplexing with the program broadcast.

15. A program reserving method according to claim 13, wherein the scenario data contain an elapse time since a start of the program and character information describing the program contents at this elapse time.

16. A program reserving method according to claim 13, wherein the scenario data contain an elapse time since the scenario data transmission date/time and character information describing the program contents at this elapse time.

17 A storage medium readable by a machine, tangible embodying a program of instructions executable by the machine, comprising:

obtaining information related to a program from contents of a program received by a program receiving unit,

searching for a broadcast date/time of the program related to the received program on the basis of the information related to the program; and

making a request for reserving a receipt of the program or a record of the program on the basis of the broadcast date/time.

18. A storage medium readable by a machine, tangible

embodying a program according to claim 17, further comprising a step converting voices contained in the received program into character information, wherein the information related to the program is obtained from the voices.

19. A storage medium readable by a machine, tangible embodying a program according to claim 17, wherein the program-related information related to the program is obtained from a caption contained in the received program.

20. A storage medium readable by a machine, tangible embodying a program according to claim 17, wherein the program-related information related to the program is obtained from a data broadcast multiplexed with a program broadcast.

21. A storage medium readable by a machine, tangible embodying a program according to claim 17, wherein the program-related information related to the program is obtained from scenario data of the program.

22. A storage medium readable by a machine, tangible embodying a program according to claim 21, wherein the scenario data are transmitted in multiplexing with the program broadcast.

23. A storage medium readable by a machine, tangible embodying a program according to claim 17, wherein the scenario data contain an elapse time since a start of the program and

character information describing the program contents at this elapse time.

24. A storage medium readable by a machine, tangible embodying a program according to claim 17, wherein the scenario data contain an elapse time since a scenario data transmission date/time and character information describing the program contents at this elapse time.